



# **Membership Recruitment, Fun & Engaging Meetings and Events**

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## **I. Membership Recruitment**

PCCC clubs must have a minimum of \_\_\_\_\_ members: 3 executive officers and at least 4 other members. The goal is \_\_\_\_\_.

### **A. Conducting a Successful Recruitment Table**

1. No \_\_\_\_\_!
2. Be in \_\_\_\_\_ of the table.
3. \_\_\_\_\_ your club (Tri-board, scrapbooks, videos)
4. Wear proper \_\_\_\_\_ (t-shirts) or a \_\_\_\_\_ look.
5. Several \_\_\_\_\_ should participate.
6. Have a defining \_\_\_\_\_ or question:

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### **B. Elements of a Successful Session**

1. Sign-up information - Use \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_ to a Google Doc or similar platform. Get this info:
  - a. Student \_\_\_\_\_
  - b. \_\_\_\_\_ Status

- c. \_\_\_\_\_ number
- d. \_\_\_\_\_ address
- e. Areas of \_\_\_\_\_
- f. \_\_\_\_\_!

2. Create an informational \_\_\_\_\_. It should contain the following:
  - a. \_\_\_\_\_ of the organization
  - b. List of activities, programs, and \_\_\_\_\_ to be involved.
  - c. List of typical \_\_\_\_\_
  - d. List of \_\_\_\_\_ within the organization (including the advisor)
  - e. \_\_\_\_\_ addresses
  - f. Meeting \_\_\_\_\_, \_\_\_\_\_, and place/platform
3. Display \_\_\_\_\_ or \_\_\_\_\_.
4. \_\_\_\_\_!

**C. Follow-up on the Recruitment Session**

1. Everyone who signed up should receive \_\_\_\_\_ that same night with your \_\_\_\_\_ attached.
2. Invite them to an \_\_\_\_\_ meeting.
3. Before information meeting, \_\_\_\_\_ to remind of meeting date, time, place, and to \_\_\_\_\_ them to attend

**D. The Informational Meeting**

Campus organizations that show a real interest in obtaining a student's \_\_\_\_\_ are better poised to get them as a \_\_\_\_\_.

**E. Tips for A Successful Informational Meeting**

1. Have dedicated people handle the \_\_\_\_\_ aspects.
2. \_\_\_\_\_ all attendees as they \_\_\_\_\_ the meeting.
3. Pair them with a \_\_\_\_\_ member(s), perhaps use a \_\_\_\_\_ room.
4. All \_\_\_\_\_, advisors, and members introduce themselves.
5. Have an \_\_\_\_\_ - \_\_\_\_\_ to get people mingling.
6. Get \_\_\_\_\_ and background information through an \_\_\_\_\_ or similar format. (All sources of contact: cell phone, all email addresses, school mailing address, home mailing address, and social media. Get high school and community activities.)
7. \_\_\_\_\_!

**II. Fun & Engaging Meetings**

**A. Meetings**

1. Meetings are \_\_\_\_\_ or \_\_\_\_\_.
2. Make the meeting \_\_\_\_\_ and \_\_\_\_\_ with lots of \_\_\_\_\_.

**B. How to Do It**

1. A \_\_\_\_\_ welcomes people to the meeting.
2. Have \_\_\_\_\_ to give attendees a chance to meet other people.
3. Call the meeting to order on \_\_\_\_\_.
  - a. Have \_\_\_\_\_ playing.
  - b. \_\_\_\_\_ the meeting and post it so members can access it later if they could not attend live.
  - c. Lead a group \_\_\_\_\_ such as the Pledge of Allegiance.
  - d. Recite club or organization \_\_\_\_\_, if applicable.
  - e. Have an invocation, humorous story, thought of the day, or this day in \_\_\_\_\_.
  - f. Offer membership \_\_\_\_\_ in the form of the “membership minute.”
  - g. \_\_\_\_\_ report on their activities and items of interest.
  - h. Introduce \_\_\_\_\_ guests and other meeting attendees.
  - i. \_\_\_\_\_ report on their activities and items of interest.
  - j. Recognize \_\_\_\_\_, big accomplishments, and milestones.
  - k. End the meeting on \_\_\_\_\_.

**III. Events**

**A. What Types of Events Do You Host? Write them down here:**

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**B. Planning Events**

1. Why are you \_\_\_\_\_ this event?
2. What are your \_\_\_\_\_ for hosting this event?  
Will it be co-hosted?
3. Who is your \_\_\_\_\_ audience?
4. What kind of event can provide \_\_\_\_\_ to your target audience?
5. Why would your target audience want to \_\_\_\_\_ in this event?

**C. Planning Service Projects**

1. Identify an area of \_\_\_\_\_.
2. Conduct a community needs \_\_\_\_\_.
3. \_\_\_\_\_ what kind of service project you want to do.
4. \_\_\_\_\_ should this project be held?
5. What's \_\_\_\_\_ for the intended recipient?

**D. Planning Fundraisers**

1. What do you \_\_\_\_\_ to raise money for?
2. Why should this project be \_\_\_\_\_?
3. How \_\_\_\_\_ do you want to raise?
4. What kind of \_\_\_\_\_ do you want to hold? Will it be co-hosted?

5. Why would your target \_\_\_\_\_ want to participate in this event?

**E. Planning and Marketing Great Events**

1. \_\_\_\_\_ do you want to hold it?
- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Month       | <input type="checkbox"/> Start Time (am/pm)  |
| <input type="checkbox"/> Day         | <input type="checkbox"/> End Time (am/pm)    |
| <input type="checkbox"/> Year        | <input type="checkbox"/> Back-up (Rain) Date |
| <input type="checkbox"/> Day of Week |  |
2. \_\_\_\_\_ do you want to hold it?
- On-campus
  - Off-campus
  - Is it ADA accessible?
3. SWOT Analysis
- S \_\_\_\_\_ (what have we got going for us?)
- W \_\_\_\_\_ (what is going against us?)
- O \_\_\_\_\_ (what can we take advantage of?)
- T \_\_\_\_\_ (what is out of our control?)
4. \_\_\_\_\_
- a. Income (registration fees, donations, sponsorships, advertising)
  - b. Expenses (administrative, design, printing, postage, advertising, signage, F&B, volunteers)
  - c. Are you allowed to make a profit?
  - d. Plan for the unexpected
  - e. Does your campus have event insurance or is it self-insured?
5. \_\_\_\_\_ (date, task, responsible)
- a. Kick-off meeting
  - b. Recruitment
  - c. Volunteer assignments and duties
  - d. Project requirements
  - e. Sponsorships

- f. Promotional efforts
  - g. Post-event surveys
  - h. Volunteer thank you
  - i. Post-event report
6. Who’s going to help you?
- The \_\_\_\_\_ *Coordinator* is responsible for recruiting additional volunteers for the project.
  - The \_\_\_\_\_ *Chair* is responsible for promoting this project to the public as warranted. S/he writes a press release and distributes to the appropriate media.
  - The \_\_\_\_\_ *Coordinator* spearheads efforts to obtain sponsorships and donations for the project.

**F. How Do You Market Events on Your Campus**

1. \_\_\_\_\_ your event:
- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Bulletin boards (physical & digital) | <input type="checkbox"/> News paper & Radio | <input type="checkbox"/> Social Media (FB, IG, Tik-Tok, etc.) |
| <input type="checkbox"/> Email blasts                         | <input type="checkbox"/> Postcards & Fliers | <input type="checkbox"/> T-shirts                             |
| <input type="checkbox"/> Event Calendars                      | <input type="checkbox"/> Posters            | <input type="checkbox"/> Video                                |
|   |   | <input type="checkbox"/> Word-of-mouth                        |
2. Conduct the event in a \_\_\_\_\_ and professional manner.

3. Host a \_\_\_\_\_ session immediately following the project.
  - What did we do well?
  - What could we have done better?
  - What made you stop and go “wow”?
  - What suggestions for improvement do you have?
  - Should we do this again next year?
4. \_\_\_\_\_ your event volunteers.
  - ✓ Certificates
  - ✓ Gifts
  - ✓ Hand-written notes
  - ✓ In-person
  - ✓ Paper-plate awards
  - ✓ Photos
  - ✓ Public acknowledgement
  - ✓ Use your imagination!
5. Did you \_\_\_\_\_ in meeting your goals?
6. How would you \_\_\_\_\_ this project for the future?
7. \_\_\_\_\_ the details for future reference.

#### **G. Notes from Club Handbook:**

1. For events with performers, you must complete the Activities Forms at least 4 weeks prior to the event – even if they are unpaid. Paid performers must submit IRS W-9 form
2. Every club must perform community service hours each semester. There is a full page of project requirements on the 6<sup>th</sup> page of the handbook
3. Fundraising is not required for PCCC clubs but is recommended. Money being donated from a fundraiser requires an IRS W-9 form from the receiving organization
4. Appendix A on the 13<sup>th</sup> page has a complete Event Planning Checklist
- 5. IMPORTANT: You must follow procedures and meet deadlines or events that you want to do aren't going to happen!**